

# KBB.com Named Online Auto Shopping Brand of the Year For Fifth Consecutive Year In Harris Poll EquiTrend® Study

**Kelley Blue Book Named Most Trusted, Loved Brand Among Third-Party Automotive Websites in 2016**

IRVINE, Calif., Sept. 8, 2016 /PRNewswire/ -- For the fifth year in a row, Kelley Blue Book [www.kbb.com](http://www.kbb.com), the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, is awarded Online Auto Shopping Brand of the Year in the Harris Poll EquiTrend® study. In addition, Kelley Blue Book was named Most Trusted/Most Loved Brand among participants in the 2016 study.



"Being named the Online Auto Shopping Brand of the Year for five consecutive years, as well as being named Most Trusted and Most Loved Brand in the 2016 study, reinforces Kelley Blue Book's storied history as *The Trusted Resource*®, helping car shoppers, sellers and owners make the best possible automotive decisions," said Brian Geitner, president of the media division of Cox Automotive™, Kelley Blue Book's parent company. "Consumers rely on Kelley Blue Book to provide helpful and engaging content, and reliable pricing as a result of its nearly 90 year existence in the automotive industry, and we deliver in an effort to help with this major transaction."

The Harris Poll Brand of the Year is awarded to the highest ranking brand in its category of Brand Equity, which provides an understanding of a brand's overall strength and is determined by a calculation of quality, familiarity and purchase consideration.

Kelley Blue Book received the highest numerical Equity Score and the highest numerical score relating to Trust/Love among online automotive shopping brands included in the 2016 Harris Poll EquiTrend Study. Harris Poll EquiTrend is a leading Brand Equity tracking study that measures and compares brand health for more than 3,500 brands. The study was conducted online from December 22, 2015 and February 1, 2016, and analyzes the responses of 97,120 U.S. consumers ages 15 and over. "Highest Ranked" was determined by a pure ranking of a sample of Online Auto Shopping brands. Harris Poll EquiTrend has been conducted regularly since 1989.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/), follow us on Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at [www.facebook.com/kbb](https://www.facebook.com/kbb), and get updates on Google+ at <https://plus.google.com/+kbb>.

#### **About Kelley Blue Book** ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's [KBB.com](http://KBB.com) ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

#### **About Cox Automotive**


Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).

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